



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Laboratory of Methods

2223-1-F5106P008

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#### Learning area

Experiential learning

#### Learning objectives

*Knowledge and understanding*

Qualitative module

- The demand analysis; The qualitative research project; The choice of the method: focus group and/or qualitative interview; Planning data collection

Quantitative module

- Identifying the correct analysis to be performed among a Principal Component Analysis, a Regression, and Analysis of Variance to test an hypothesis; Identifying variables to run analysis

*Applying knowledge and understanding*

Qualitative module

- To write a qualitative marketing research project; To conduct a focus group/qualitative interview; To present a research project

Quantitative module

- Running a Principal Component Analysis, a Regression, and Analysis of Variance in SPSS; Interpreting

Results

## **Contents**

**Detailed program**

**Prerequisites**

**Teaching methods**

**Assessment methods**

**Textbooks and Reading Materials**

**Sustainable Development Goals**

QUALITY EDUCATION

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